Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M,N, or O)
Num Per Pack: Tar: Nicotine: CO: Variety Units Sales: Variety Dollar Sales:
Last Date Sold: First Date Sold:
REPORTABLE EXPENDITURES
CAT-A-Expenses (Newspapers)
CAT-B-Expenses (Magazines)
CAT-C-Expenses (Outdoor)
CAT-D-Expenses (Audio Visual)
CAT-E-Expenses (Public Transport)
CAT-F-Expenses (Direct Mail)
CAT-G-Expenses (Point of Sale)
CAT-H-Expenses (Promotional Allowances)
CAT-I-Expenses (Samples)
CAT-J-Expenses (Items)
CAT-K-Expenses (Public Entertainment)
CAT-L-Expenses (Endorsement)
CAT-M-Expenses (Retail Value & Coupon)
CAT-N-Expenses (All Other)
Total Reportable Expenditures for Variety
Sporting Events
Ratings on Pack
ADVERTISING MEDIA USED
CAT-A-Use (Newspaper)
CAT-B-Use (Magazines)
CAT-C-Use (Outdoor)
CAT-E-Use (Public Transport)
CAT-F-Use (Direct Mail)
CAT-G-Use (Point of Sale)
CAT-M-Use (Retail Value & Coupon)

(1) (2) (3) (4) (5) (6) (7)	Year Covered Brand Family Name Descriptions: Product Length Filter (F or N) Pack (H or S) Flavor (M,N, or O)
(8) (9)	Num Per Pack: Tar: Nicotine; CO:
(10)	Variety Units Sales:
(11) (12)	Variety Dollar Sales: Last Date Sold: First Date Sold:
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-Expenses (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack
	ADVERTISING MEDIA USED
(30)	CAT-A-Use (Newspaper)
(31)	CAT-B-Use (Magazines)
(32)	CAT-C-Use (Outdoor)
(33)	CAT-E-Use (Public Transport)
(34)	CAT-F-Use (Direct Mail)
(35)	CAT-G-Use (Point of Sale)
(36)	CAT-M-Use (Retail Value & Coupon)

(1) (2) (3) (4)	Year Covered Brand Family Name Descriptions: Product Length
(5) (6) (7) (8)	Filter (F or N) Pack (H or S) Flavor (M.N., or O) Num Per Pack:
(9) (10)	Tar: Nicotine: CO: Variety Units Sales:
(11)	Variety Dollar Sales:
(12)	Last Date Sold: First Date Sold:
(13)	REPORTABLE EXPENDITURES
(14)	CAT P. Ferrance (Managers)
' '	CAT C Frances (Ouder)
(15)	CAT D.F. (A. V. W. 1)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-Expenses (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack
	ADVERTISING MEDIA USED
(30)	CAT-A-Use (Newspaper)
(31)	CAT-B-Use (Magazines)
(32)	CAT-C-Use (Outdoor)
(33)	CAT-E-Use (Public Transport)
(34)	CAT-F-Use (Direct Mail)
(35)	CAT-G-Use (Point of Sale)
(36)	CAT-M-Use (Retail Value & Coupon)

(1) (2)	Year Covered Brand Family Name
(3) (4)	Descriptions: Product Length
(5)	Filter (F or N)
(6) (7)	Pack (H or S) Flavor (M,N, or O)
(8) (9)	Num Per Pack: Tar: Nicotine; CO;
(10)	Variety Units Sales:
(11) (12)	Variety Dollar Sales: Last Date Sold: First Date Sold:
	REPORTABLE EXPENDITURES
(13)	CAT-A-Expenses (Newspapers)
(14)	CAT-B-Expenses (Magazines)
(15)	CAT-C-Expenses (Outdoor)
(16)	CAT-D-Expenses (Audio Visual)
(17)	CAT-E-Expenses (Public Transport)
(18)	CAT-F-Expenses (Direct Mail)
(19)	CAT-G-Expenses (Point of Sale)
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Samples)
(22)	CAT-J-Expenses (Items)
(23)	CAT-K-Expenses (Public Entertainment)
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon)
(26)	CAT-N-Expenses (All Other)
(27)	Total Reportable Expenditures for Variety
(28)	Sporting Events
(29)	Ratings on Pack
	ADVERTISING MEDIA USED
(30)	CAT-A-Use (Newspaper)
(31)	CAT-B-Use (Magazines)
(32)	CAT-C-Use (Outdoor)
(33)	CAT-E-Use (Public Transport)
(34)	CAT-F-Use (Direct Mail)
(35)	CAT-G-Use (Point of Sale)
(36)	CAT-M-Use (Retail Value & Coupon)